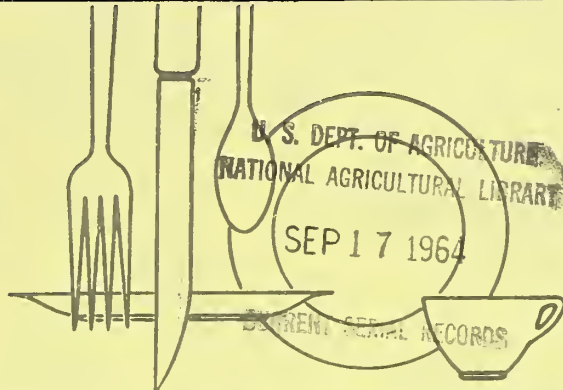


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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Agricultural Marketing Service

July 30, 1964
F P - 85

MEATS.....Fed beef production will continue at a high level throughout the remainder of the summer, but below spring rates. Hog output will run at a little lower level over the next couple of months, compared with a year earlier. Slaughter of lambs likely will show a decline of 4 to 5% this year.

POULTRY:

Broiler.....Summer marketings are running about the same as last year, and consumers should expect attractive prices on these abundant supplies.
Fryers
Turkeys.....The four-week period ending July 15 saw about an 18% increase in marketings over a year ago. Seasonal increases are expected through September, heavier, in fact, than year-earlier levels. July 1 refrigerated holdings were the same as a year earlier.

Eggs.....June production was up 2% from a year ago. Numbers of layers and production on July 1 per hen was running 1% over 1963 figures.

DAIRY.....If the January-June gain in daily milk production continues throughout the year, total 1964 output will exceed last year's 124.8 billion pounds by about a billion pounds.

FRUITS:

Peaches.....Nationally, the peach crop is estimated at 70,947,000 bushels--down 4% from last year and 5% under average.

Pears.....Production forecast on July 1 placed the crop at nearly 28.9 million bushels, nearly one-half above the short 1963 crop.

Plums and.....California and Michigan's plum production is estimated at 122,000 tons. That's 6% above last season and 38% above average. A record output is expected in both States, due to favorable weather conditions. The prune crop in Idaho, Oregon and Washington is forecast at 61,500 tons, (fresh basis)--48% more than last season but 4% less than the 1958-62 average. California's prune production is estimated at 155,000 tons, (dried basis)--17% more than last season and the average.

Grapes.....Production is expected to exceed last year's crop in all States but California, Washington, and Georgia. On July 1, U.S. output was estimated at 3,414,100 tons--10% below last season's record but a tenth above average.

Apricots.....Production in California, Utah and Washington is estimated at 207,400 tons--4% above last year's crop and a tenth above average.

Nectarines....The California crop is estimated at 68 thousand tons--a record high as well as 19% greater than last season.

Cherries.....The forecast for sweet cherries is 110,700 tons--58% more than last year's production. A record crop for sour cherries is predicted--more than 2-1/2 times the light 1963 crop. The July 1 forecast was 212,260 tons. That's a fifth above the previous record in 1962.

Citrus.....July 1 estimates place the 1963-64 orange crop at 91.7 million boxes--13% below a year earlier and 26% under the five-year average. Grape-fruit production is estimated at 34.4 million boxes, 1% below the

previous season and almost a fifth under average. Lemons, estimated at 17.9 million boxes, run 38% greater than last year and 7% more than average. Prospects continue favorable for 1964-65 crops of Florida oranges and grapefruit.

Frozen Orange Concentrate.... July 1 estimates of frozen concentrated orange juice holdings in cold storage were 40 million gallons. That's 3 million gallons below a year earlier and 9 million less than average for that date.

Apples..... Most States can expect a larger crop, based on the July 1 estimate of 144.6 million bushels. This forecast is 15% above last year's and 18% larger than average. If realized, this will be the biggest crop since 1937.

Frozen Fruits.... On July 1 holdings totaled 265 million pounds--22% below a year ago and nearly a third below average.

NUTS:

Almonds..... The July 1 estimate holds to earlier figures of 68 thousand tons. That size crop would be 11% larger than a year earlier and 26% more than normal.

Walnuts..... The California crop is now placed at 82,100 tons--down 1% from last year but a tenth larger than average.

Filberts..... The forecast for Washington and Oregon is 7,600 tons, a smaller than average crop this year.

VEGETABLES:

Fresh..... Summer supplies are expected to run about 2% smaller than last year. Smaller supplies will be in cabbage and carrots. Supplies of most other items will be the same to larger than a year earlier. Marketings will be seasonally heavy into early fall; items plentiful in most local areas will include green beans, sweet corn, cucumbers and tomatoes.

Processed..... Planted acreage of 9 vegetable crops grown for commercial processing is estimated at 1 million, 533 thousand acres. That's 1% below a year ago and 4% under the 1958-62 average. For crops used for canning, larger acreages than a year ago are indicated for tomatoes, up 9%; snap beans, up 8%; contract cabbage for kraut, up 3%; and cucumbers for pickles, up 1%. But decreased acreage for canning is indicated for green lima beans, beets, sweet corn, green peas, and winter and spring spinach. Larger acreages are indicated for all vegetables utilized for freezing, including green lima beans, snap beans, sweet corn, green peas, and winter and spring spinach.

Frozen..... July 1 stocks totaled 944 million pounds--second largest for that date.

Potatoes..... First estimates for the late summer crop total 28,589,000 hundredweight, slightly below last year. Early summer output is estimated at 11,310,000 hundredweight, a tenth below a year earlier. Most early summer States are expected to produce about the same, or moderately less, than in 1963.

Cantaloups..... Latest estimates place production at 7,400,000 hundredweight--2% below last year but 3% above average.

Watermelons..... Total summer volume is estimated at 20.1 million hundredweight, or 1% above last year. Early summer watermelons, estimated at 16,054,000 hundredweight, run 1% ahead of a year ago but 5% below average. First late summer crop estimates call for 4,035,000 hundredweight--3% above last year and 2% above average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

SUMMER TURKEY TIME
AUGUST SANDWICH MONTH
SEPTEMBER - FROZEN FOODS

BETTER BREAKFAST MONTH
INDUSTRY-GOVERNMENT BEEF PROMOTION
CONTINUING